

Counter display for articles such as perfumes and  
cosmetic products

5 The present invention relates to counter displays for articles such as perfumes or cosmetic products, these counter displays comprising a display element to which said articles are designed to be attached.

10 In a manner known *per se*, the display element is generally tilted downward while being secured to a base resting directly on the ground. However, generally, such counter displays are fairly bulky and it is thus necessary to reserve an area on the ground that is relatively large in order to accommodate them.  
15 Furthermore, this area on the ground has to be perfectly flat to prevent said counter display or, more precisely, its base, being in unstable positions.

20 An object of the present invention is, in particular, to palliate the abovementioned drawbacks.

To that end, according to the invention, the counter display is characterized in that it also comprises a connecting element extending between a lower end  
25 secured to the display element and an upper end, designed so as to be pivotally mounted with respect to a ceiling forming the upper part of a piece for suspending said display element from the ceiling with no contact with the ground, and in that a mirror is  
30 attached to said connecting element, said mirror being arranged such that a person standing in front of the display element can observe his/her image in said mirror.

35 In preferred embodiments of the invention, it is possible, optionally, also to have recourse to one or other of the following arrangements:

- the upper end of the connecting element is designed so as to be pivotably mounted relative to the ceiling;
- 5 - the connecting element has, first, a front face to which the mirror is attached and, second, a rear face to which a lighting system is attached;
- the connecting element comprises a vertical panel to which the mirror is attached, the vertical panel extending downward via a support panel to which the display element is attached, the support panel being  
10 tilted downward relative to the vertical panel at an angle of between  $90^{\circ}$  and  $135^{\circ}$ ;
- the support panel and vertical panel of the connecting element respectively have a face tilted  
15 downward and a rear face to which lighting systems are attached, which are covered by at least one substantially translucent cover that allows diffuse lighting toward the rear and toward the bottom of said counter display;
- 20 - the connecting element comprises a vertical panel to which the mirror is attached, the vertical panel extending downward via the display element that is tilted relative to the vertical panel at an angle of between  $90^{\circ}$  and  $135^{\circ}$ ;
- 25 - the vertical panel of the connecting element and the display element respectively have a rear face and a face tilted downward, to which faces lighting systems are attached, which are covered by at least one substantially translucent cover allowing diffuse  
30 lighting toward the rear and toward the bottom of said counter display;
- the cover comprises, first, a rear plate extending via a plate tilted downward and, second, transverse edges that link the rear plate and the plate tilted  
35 downward to the counter display in order, also, to allow lighting on the sides of said counter display; and
- the upper end of the connecting element is formed by a bar provided with means for attachment to the

ceiling, which allow pivoting of said bar relative to the ceiling about a vertical axis.

Further characteristics and advantages of the invention will become apparent in the course of the following description of two embodiments that are given by way of nonlimiting example, with reference to the appended drawings.

10 In the drawings:

- Figure 1 shows a diagrammatic, perspective view of the counter display according to a first embodiment of the invention;
  - Figure 2 is a rear, perspective view of a connecting element of the counter display shown in Figure 1;
  - 15 - Figure 3 is a sectional view in the plane of symmetry of the counter display shown in Figure 1; and
  - Figure 4 is a sectional view in the plane of symmetry of the counter display according to a second embodiment of the invention.
- 20

In the various figures, the same references denote identical or similar elements.

25 Figures 1 to 3 show a first embodiment of a counter display 1 for articles that may, in particular, consist, by way of example, of perfumes or cosmetic products.

30 This counter display 1 comprises a display element 2 designed to accommodate the articles to be displayed, this display element 2 being designed to be supported by a connecting element 3, itself designed to be suspended from a ceiling 8, forming the upper part of a room. This connecting element 3 extends between an upper end 3a secured to the ceiling 8 and a lower end 3b secured to the display element 2.

35

As may be seen in greater detail in Figures 2 and 3,

the connecting element 3, in the example considered here, comprises a vertical panel 4 extending between an upper end 4a and a lower end 4b, which extends downward via a support panel 5 that may be produced as a single  
5 piece together with the vertical panel 4. In this first embodiment, the lower end 3b of the connecting element 3 is combined with the lower end of the support panel 5. The display element 2 to which the articles are designed to be attached is attached directly, in a  
10 fixed or removable manner, to the front face 51 of the support panel 5.

The vertical panel 4 has a front face 41 to which a mirror 6 is attached in a fixed manner, arranged such  
15 that a person standing in front of the display element 2 and thus facing the perfumes or cosmetic products can directly observe his or her reflection in the mirror 6. In the example considered here, with reference to Figure 3, the mirror 6 extends over the entire height  
20 of the vertical panel 4. Thus, the vertical panel 4 fulfills two functions, allowing the display element 2 to be suspended from the ceiling while also serving as a support for the mirror 6 designed to reflect the image of a person standing in front of it. The vertical  
25 panel 4 also has a rear face 42 that continues the rear face 52 of the support panel 5, which is tilted downward while being designed to be placed opposite the ground.

30 The angle delimited by the front face 41 of the vertical panel 4 and the front face of the display element 2 may be between 90° and 135°.

The vertical panel 4, which is substantially in the  
35 form of a rectangle, also has two lateral edges 43 and an upper edge 44 extending rearward and substantially defining a reinforcement. The support panel 5 also comprises lateral edges 53 and a front edge 54 that continue the display element 2.

The upper end 3a of the connecting element 3 also comprises a vertical bar 9 designed to be attached to the ceiling 8. This vertical bar 9 extends between a lower end secured to the upper edge 44 of the vertical panel 4 and an upper end provided with attachment means 7 comprising a first disk 10 secured to the vertical bar and a second disk 11 fixed to the ceiling 8. The first disk 10 is supported by the second disk 11 while being rotatably mounted relative to the latter. Nevertheless, provision may also be made for the attachment means 7 solely to enable the connecting element 3 to be attached to the ceiling 8 without allowing pivoting of said connecting element 3 relative to the ceiling 8 about a vertical axis. In such a case, the vertical bar 9 or, more precisely, its upper end, may be attached directly to the first disk 10, which will be fixed directly to the ceiling 8.

The attachment means 7 enabling the connecting element 3 to be suspended from the ceiling 8 may also be at least partially masked by a false ceiling 8a defining a compartment at least partially containing the vertical bar 9 and the first and second disks 10 and 11, this false ceiling 8a being fixed directly to the ceiling 8.

According to another characteristic of the invention, the rear and vertical face 42 of the vertical panel 4 and also the downward-tilted rear face 52 of the support panel 5 may be provided with a plurality of lighting systems 12 formed, for example, by neon lights arranged at regular intervals. These lighting systems 12 will be powered electrically via electrical connections passing, for example, inside the vertical bar 9 and connected to an electrical power supply arranged in the ceiling 8 of the room.

These lighting systems 12 are covered by at least one cover 13 having shapes that substantially complement

those of the vertical panel 4 and of the support panel 5. More precisely, this cover 13 comprises a rear plate 13a extending vertically opposite the rear face 42 of the vertical panel 4. This rear plate 13a of the cover 5 13 extends via a downward-tilted plate 13c that is parallel to the support panel 5. The cover 13 also comprises lateral edges 13b extending forward and engaging, respectively, with the lateral edges 43 and 53 of the vertical 4 and support 5 panels and with the 10 upper edge 44 of the vertical panel 4 and with the front edge 54 of the support panel 5.

This cover 13 is produced in a substantially translucent material to allow diffuse lighting both to 15 the rear of the counter display, via the rear part 13a of the cover, and on the sides, via the transverse edges 13b of said cover 13, but also toward the bottom, in the direction of the ground, via the downward-tilted plate 13c.

20 The arrangement of the lighting systems 12 on the rear face of the connecting element 3 and the presence of the translucent cover 13 thus, by reflection of the light on the direct environment of the counter display, 25 make it possible to obtain diffuse lighting for the person standing directly in front of the mirror 6 and the display element 2 for the articles.

Figure 4 shows a second embodiment of the invention.

30 In this second embodiment, the connecting element 3 is formed solely by the vertical panel 4 that extends between the upper end 4a and the lower end 4b combined with the lower end 3b of said connecting element. The 35 display element 2 for the articles itself is fixed directly to the lower end 4b of the vertical panel 4 of the connecting element 3.

The display element 2 also has a front edge 21 and also

lateral edges 22 that continue the lateral edges 43 of the vertical panel 4 so as to define a reinforcement in which the lighting devices 12 are fitted. More particularly, these lighting devices 12 are attached to  
5 the rear face 42 of the vertical panel 4 and to the rear face 23 of the display element 2 that is tilted downward while being designed to be arranged facing the ground.

10 Furthermore, the vertical bar 9 and the attachment means 7 allowing the connecting element 3 to be suspended from the ceiling 8 are identical to those described previously in respect of the first embodiment shown in Figures 1 to 3.

15 Similarly, the cover 13 designed to cover the rear part of the counter display is also identical to that described previously, apart from the fact that the lateral edges 13b of said cover interact directly with  
20 the lateral edges 22 of the display element 2 and with the lateral edges 43 of the vertical panel 4.